



SUSTAINABLE SPORT IN EUGENE, OREGON

In 2006, with the City of Eugene's (City) supported TrackTown USA's (TTUSA) bid to host the 2008 US Olympic Track and Field Trials. Eugene's bid to USA Track and Field heavily emphasized hosting a sustainable, and inclusive event. The 2008 Olympic Trials featured a wide array of efforts across the triple bottom line spectrum and the event earned the International Olympic Committee's 2008 Sport and Environment Award. This effort and international recognition galvanized the commitment of the City and TTUSA to create a long term legacy as the leader in sport event sustainability.

In planning for the 2012 Olympic Track and Field Trials, the City and TTUSA partnered with the Council for Responsible Sport (Council) to pilot a new multi-day event certification standard. The outcome was a third party evaluation that showcased the environmental, social equity, accessibility, and local economic impacts of the ten day event. To communicate these planning and reporting efforts, the Local Organizing Committee (LOC) and City staff developed an external consumer facing platform to easily and readily convey the event's intentions and actions related to sustainable events. We Can! was born, with three messages: Reduce Impacts, Build Community, and Be Healthy—encouraging all event attendees to Pass It On.



WE CAN!

We Can! provides a platform for event owners to share their efforts that align with local livability issues such as climate mitigation plans or sustainable economy development, and to adopt third-party certification to ensure performance. The combination of We Can! 's communication platform coupled with certification reporting creates the opportunities for event sponsors to invest in sustainability, and creates an incentive for the event to support local businesses through its procurement practices.



PLANNING & POLICIES



PLANNING & COMMUNICATIONS
SUSTAINABILITY PRINCIPLES AND GUIDELINES



PROCUREMENT
SUSTAINABLE PROCUREMENT POLICIES



RESOURCE MANAGEMENT
CLIMATE AND ENERGY ACTION PLANNING



ACCESS & EQUITY
EQUITY AND HUMAN RIGHTS POLICIES



COMMUNITY LEGACY
ECONOMIC DEVELOPMENT PLANNING



EXTERNAL MESSAGING



BE HEALTHY

- **FREE BIKE VALET**
- **FREE BUS ACCESS**
- **CARBON REPORTING**



BUILD COMMUNITY

- **EMPLOY LOCAL BUSINESS**
- **ENHANCED ACCESSIBILITY**
- **COMMUNITY ENGAGEMENT**



REDUCE IMPACTS

- **FOOD WASTE COLLECTED**
- **SUSTAINABLE POWER**
- **WATER REFILLING STATIONS**

EVENT ACTIVATIONS

LOCAL AND ORGANIC FOODS

TICKET DONATION PROGRAM

VOLUNTEER GREEN TEAMS

PLANNING & COMMUNICATIONS

Event sustainability depends on developing an integrated Sustainability Policy that guides planning decisions using a Triple Bottom Line framework, allowing event planners to balance the event's economic, environmental, and social impacts on the community with the event's need for financial solvency. This is accomplished by seeking input from the host community, developing policies to promote access, equity, and the responsible use of resources, determining how sustainability will be gauged and evaluated, and then communicating the event's intentions to the community.

Educating and inspiring the public and event attendees about sustainable event efforts can be achieved through a skillful deployment of various media, displays and interactive elements:

- Mobile billboards on event vehicles
- Employing local, recognizable mascots for outreach and education
- Signage throughout the event to promote sustainability efforts
- Video assets to play to captive audience at the event
- Interactive on-site location to provide hands-on point of information
- Activations to encourage the initiative and stimulate participation

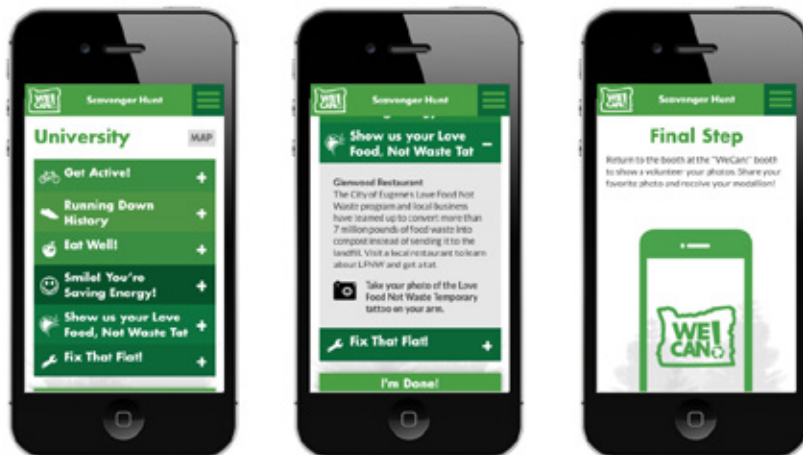




Scavenger Hunt

500
PARTICIPANTS

2 COURSES
7 LOCATIONS
7 PARTNERSHIPS



To encourage engagement and participation with We Can!, an interactive scavenger hunt was created. The scavenger hunt used a digital interface accessible by smart phones to eliminate paper waste, while pointing participants to local sites that demonstrated the sustainability goals of the We Can! program.

All sites could be accessed by foot, bike or mass transit, and participants were encouraged to take their picture at each location then upload them to the We Can! website. With their submission, participants were automatically entered into a contest for prizes and rewards. By offering a fun, interactive competition to the public, We Can! was able to communicate the to an engaged audience while putting that participants on a path to see first-hand what sustainability at large scale events looks like in the real world.



PROCUREMENT

Informed purchasing encourages sustainable resource use in the supply chain, reduces energy and resource use in purchased materials, supports local vendors, and promotes healthy food options at responsible events.

At large-scale events, procuring food, refreshments and other provisions is a prime opportunity to improve sustainability and ensure a local focus. Using as many local, organic and sustainable providers as possible encourages thoughtful, balanced care of our food and material resources.

- Providing procurement policy and helpful guide to event suppliers
- Offering locally produced or organic food and drink options
- Reducing printed materials by using digital devices and apps for timekeeping and results
- Sustainable sourcing of commemorative materials and awards
- Offering participants and volunteers options to opt-out of tee shirts and other memorabilia



12.5%

UO Catering used 12.5% of local and organic products to feed the volunteers and athletes.



85%

Marche catering used over 85% of locally produced or organic ingredients.

4,088 POUNDS

of unused food was donated to a local food bank



At large events, paying attention to where the food comes from can reduce waste, and encourage a local focus. At the 2014 IAAF World Junior Championships, We Can! promoted better food procurement by partnering with caterers dedicated to using as much local, organic, and sustainable ingredients as possible. With roughly 50% of the total food consumed falling under those categories, We Can! supported local farmers and ranchers while reducing the amount of fuel used and cutting transportation and processing costs.

Compostable service ware was also procured for the event so that it could be diverted from the landfill.

After the event, over two tons of unused food was donated to a local food bank, reducing waste while helping local citizens. By using local, sustainable food and providers, We Can! demonstrated a better way to feed thousands of event goers.



RESOURCE MANAGEMENT

Events can reduce impacts related to resource and energy use by implementing waste reduction and recovery programs, and tracking Greenhouse Gas emissions generated by event activities. The four primary target areas for resource management are Waste, Energy, Carbon, and Water:

WASTE

In 2011, Americans generated about 250 million tons of trash and recycled and composted 34.7 percent of it. We can do better. Events are now striving to recycle, reuse, or compost up to 90 percent of the waste produced from event activities.

ENERGY

Events can be energy intensive. Knowing the impacts of your event can inform decision-making in the future and help prevent negative impacts while increasing positive social benefits. Many municipalities offer renewable power that can be purchased by events to offset your event's greenhouse gas emissions.

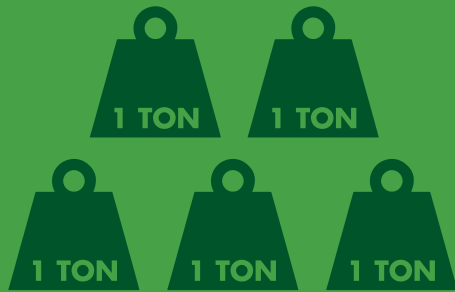
CARBON

Calculating and offsetting greenhouse gas emissions (GHGs) (a.k.a. the "carbon footprint"), is gaining momentum as an industry best practice for athletics events, which often require a lot of travel by participants, spectators, and organizers. While there are added costs of mitigating the climate changing impacts of event-related travel and operations, organizations and events that incorporate this cost are now significantly lowering their future 'carbon risk' as governments inch towards taxing the emissions that are warming our world.

WATER

Responsible event producers can conserve resources and dollars by educating participants about refilling water bottles with clean, healthy tap water instead of purchasing single-use plastic bottles to hand out.





5 TONS OF WASTE DIVERTED

AT THE IAAF WORLD JUNIOR CHAMPIONSHIPS OREGON '14

Any time large amounts of people gather in a single place, there will be waste. The challenge is reducing what would normally accumulate while diverting what does accrue into compost and recycling. By teaming up with a local waste management firm, We Can! has been able to site containers at events to collect recycling, compost and waste. Through help from on-site volunteers and clear, concise signage on the bins, 10,000 pounds (5 tons) of “waste” that would normally have ended up in a landfill was diverted to recycling and compost at the 2014 World Junior Championships.

This event also purchased 100% renewable EWEB Greenpower, employed mass transit, and encouraging alternative transportation with free valet bike parking, and provided water refilling stations as an alternative to bottled water—all hallmarks of improved sustainability.



Eugene events reduce their impacts by supporting 100% re-newable Greenpower from Eugene Water & Electric Board.

EWEB Greenpower offsets greenhouse gas emissions, and funds solar energy while supporting research and education that advance clean, renewable energy.



Food waste collection at events can divert significant amounts of the waste generated by concessions and hospitality suites.

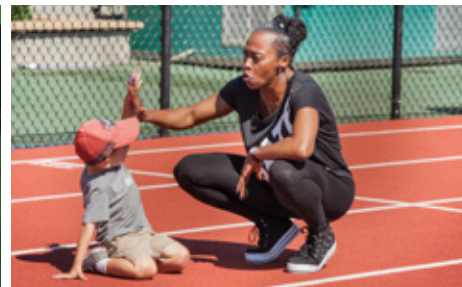
The City of Eugene, OR has developed the Love Food Not Waste commercial food waste collection program which allows event organizers to keep food waste and compostable service ware out of the landfill.



ACCESS & EQUITY

Ensuring events are open to as many people as possible is a key component of a responsibly produced event. Steps to expanding access regardless of physical ability or background include:

- Applying ADA best-practices by providing accessible seating and parking
- Training event volunteers to offer friendly assistance and guidance
- Developing a ticket donation program that connects with local agencies and provides free tickets to youth and families who otherwise couldn't afford to attend
- Providing free youth events to encourage early participation and engagement
- Support and develop a local infrastructure of businesses that provide accessible lodging and dining





1,500

TICKETS WERE DISTRIBUTED TO UNDER-PRIVILEGED FAMILIES BY WE CAN! AT THE IAAF WORLD JUNIOR CHAMPIONSHIPS OREGON '14



Being a responsible steward of community resources means expanding opportunities to people who might otherwise not be able to enjoy them. Youth and the under-privileged are too often disqualified from attending events due to circumstances beyond their control.

At the 2014 IAAF World Junior Championships, with the help of local donors, We Can! distributed nearly 1,500 tickets to the Championships to under-privileged families.

The 2014 H2O Dragon Boat Paddle Challenge engaged disabled Veterans to compete in dragon boat racing and raised funds to support the Eugene Parks Foundation Veterans Adaptive Sport Project, and scholarships for Veterans attending national and regional sports clinics and events.

These efforts expand access and encourage equity while exposing new and under-served audiences to the We Can! message.



COMMUNITY LEGACY

Creating a community legacy fosters positive economic and social impacts on the host community, improves the community's infrastructure to host future events, and creates a positive, lasting change. The social and economic benefits to communities that support responsibly produced events last far longer than the event itself.

Forging an ongoing legacy for the local community is a vital component of sustainable events. By engaging businesses, schools, non-profits and the public at large in locally focused solutions, event organizers can create new pathways to civic pride:

- Partnering with local businesses both on and off-site to reduce resources used and to re-think transportation
- Earning independent third-party certification from organizations such as the Council for Responsible Sport
- Sponsoring economic impact studies of large-scale events





**MILLION
TOTAL ECONOMIC
IMPACT TO THE
LOCAL AREA**



Bringing an infusion of tourism dollars and supporting local business is a laudable goal for any large-scale event. Turning that impact into something lasting and long-term is one of the main goals of the We Can! initiative.

When America's best track and field athletes competed in the 2012 U.S. Olympic Track & Field Trials in Eugene, Oregon, aside from generating more than \$10.5 million in additional regional revenue, it also provided an opportunity for We Can! to partner with local businesses. By joining forces with the local tourism council, We Can! was able to spotlight the local economy and buoy support both locally and outside the re-gion.

This initiative engaged local firms in conservation and recycling practices, so that the information perpetuates into the future and becomes part of an ongoing community legacy.



The We Can! Legacy

Few things bring people together like sport. Despite age, race, class, or gender, people from all walks of life find themselves united when experiencing athletic competitions. Such events provide a unique chance to convey broad social messages to captive audiences who would otherwise be too fragmented to reach effectively.

The Council's certification and the We Can! communications platform is becoming the standard for large sporting events in Eugene. The City has utilized the lessons learned from past 'We Can!' activations to inform the best practices and guidance provided through a program website: www.eugene-or.gov/sustainableevents and through support for other cities as they develop their programming.

We are pleased to share the We Can! experience and hope your event or community finds value in our story. Our future will be determined by our capacity to learn from and collaborate with each other.

